

IN THE CLAIMS:

1. **(Currently Amended)** A label comprising:

a substrate having first and second opposing surfaces and comprising first and second adjoining sections;
an adhesive applied to the second surface of the first section for adhering the label, in use, to an article;
a second repositionable adhesive applied to at least a part of the second surface of the second section such that it can be adhered, in use, to an article;
in a non-viewing position the first and second sections lie contiguously in the same plane adhered to an article;
a plurality of security features incorporated in or on said first and second sections, at least one of said security features being incorporated in or on the second section and concealed when the second section is adhered in [a]the non-viewing position and visible in transmissive light when the second section is lifted into a viewing position, and another of said security features being concealed when the second section is adhered in a non-viewing position and visible in reflected light when the second section is lifted into a viewing position.

2. **(Canceled)**

3. **(Currently Amended)** A label as claimed in claim 1, wherein the at least one security feature which is incorporated in or on the second section and is visible in reflected light.

4. **(Previously Presented)** A label as claimed in claim 1, wherein at least one security feature is located on the first and/or second surfaces of the second section.

5. **(Previously Presented)** A label as claimed in claim 1, wherein at least one security feature is located on the second surface of the first section.

6. **(Previously Presented)** A label as claimed in claim 1, wherein the first and second sections hinge about a fold line.

7-9. **(Cancel)**

10. **(Previously Presented)** A label as claimed in claim 1, wherein at least one security feature is an elongated security element.

11. **(Original)** A label as claimed in claim 10, wherein the security element is partially or wholly embedded within the substrate.

12. **(Currently Amended)** A label as claimed in claim 11, wherein the substrate comprises a plurality of second sections, each of which is liftable from a non-viewing position to a viewing position.

13. **(Previously Presented)** A label as claimed in claim 1, wherein the second section of the label is separable from the first section of the label.

14. **(Original)** A label as claimed in claim 13, wherein separation of the first and second sections occurs at the fold line by means of perforations along the fold line.

15. **(Canceled).**

16. **(New)** A label comprising:

 a substrate, having first and second opposing surfaces and comprising first and second adjoining sections;

 an adhesive applied to the second surface of the first section for adhering the label, in use, to an article;

 a second repositionable adhesive applied to at least a part of the second surface of the second section such that it can be adhered, in use, to an article;

 in a non-viewing position the first and second sections lie contiguously in the same plane adhered to an article;

 a security features incorporated in or on the said second section and concealed when the second section is adhered in the non-viewing position, and visible in transmitted light when the second section is lifted into a viewing position.